

FIG. 1

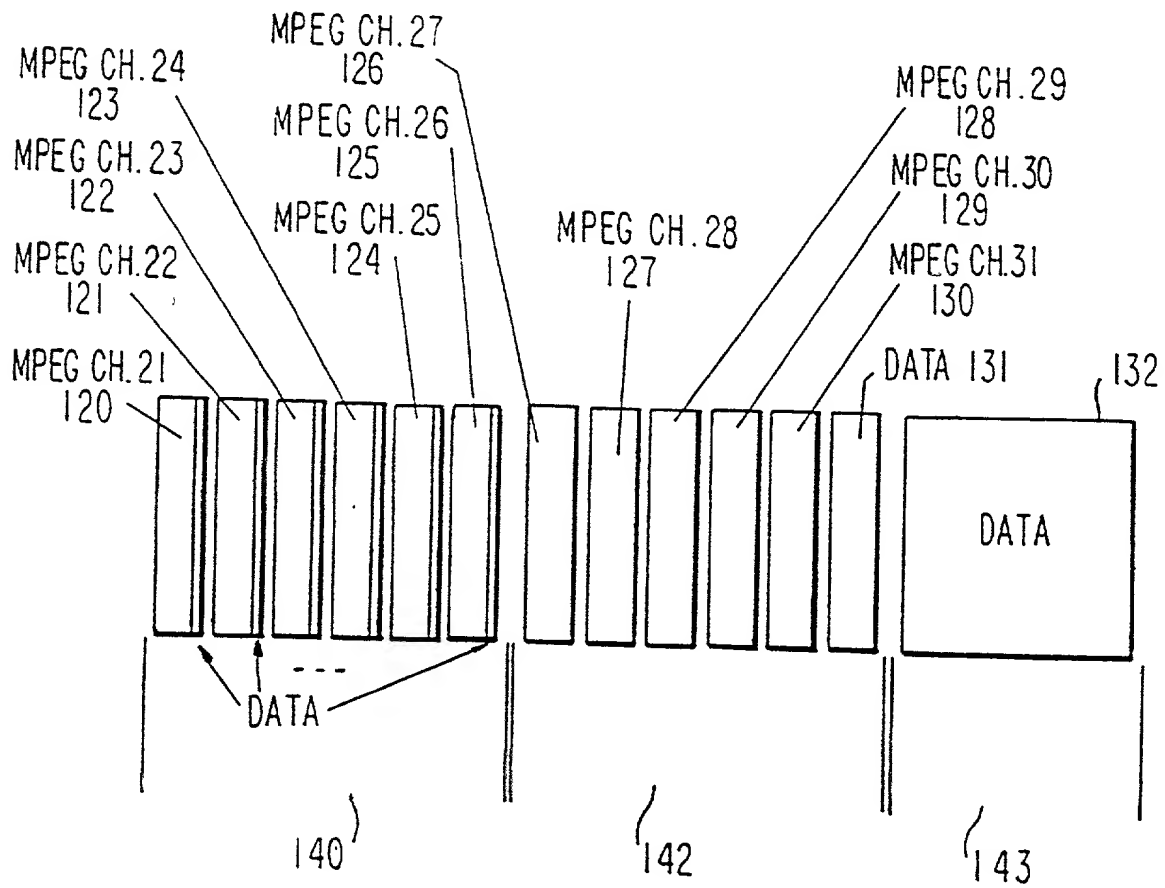
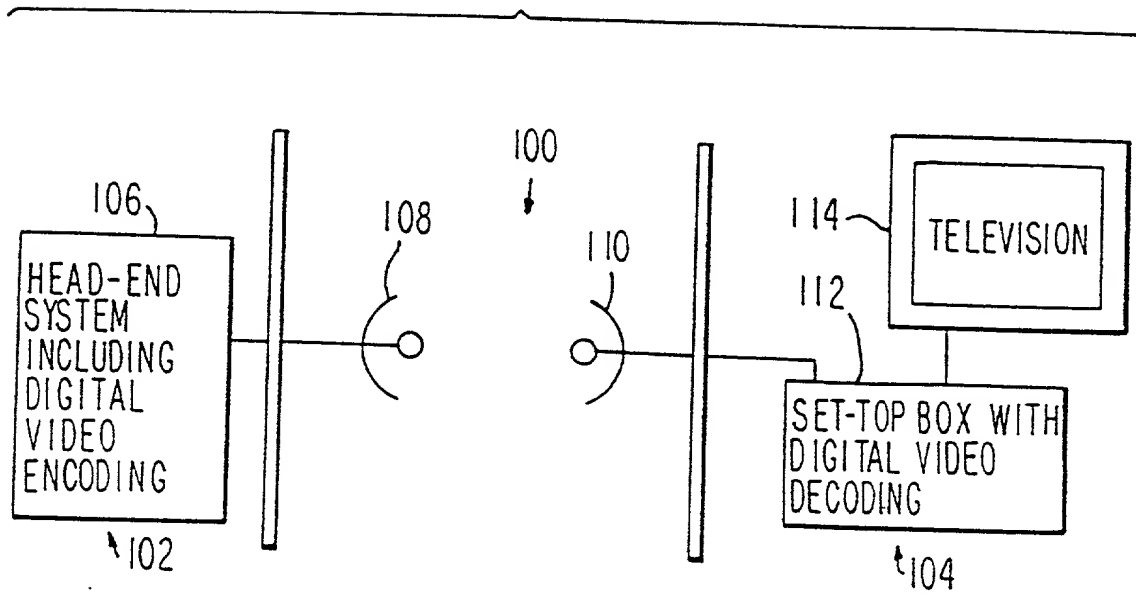


FIG. 2

FIG. 3

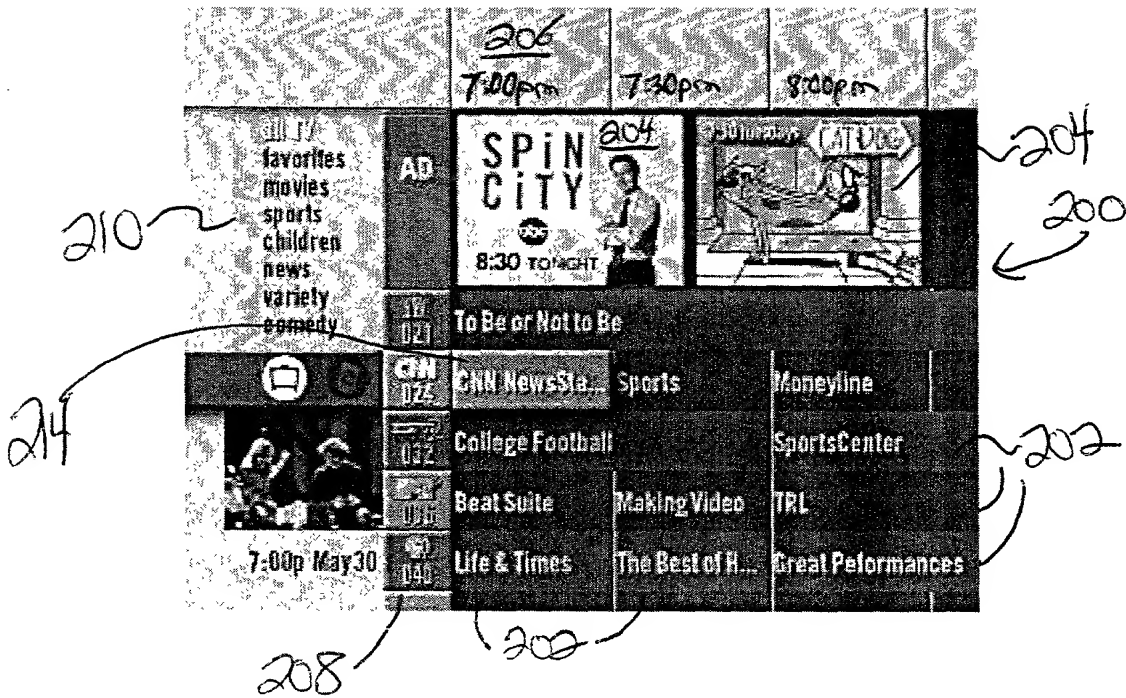


FIG. 4

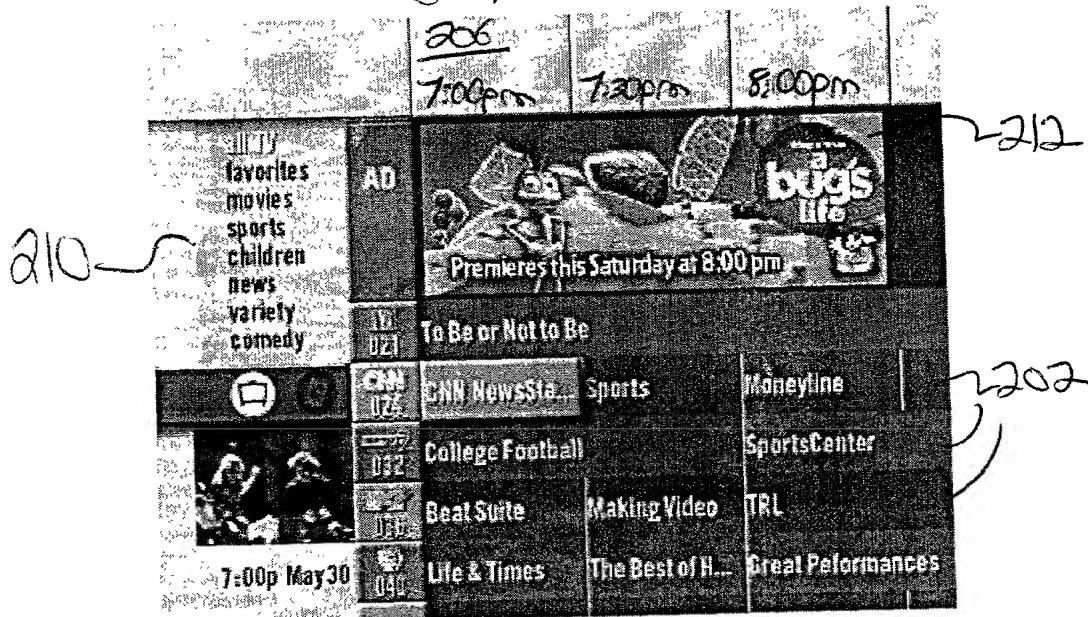
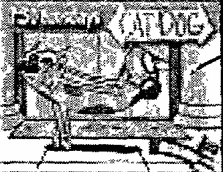
















Fig. 5

		7:00pm	7:30pm	8:00pm
All TV favorites movies sports children news variety comedy	002	Entertainmen...	Hollywood Sq...	Diagnosis Mu...
	007	Jeopardy	Wheel of Fort...	Whose Line Is...
	AD	 8:30 TONIGHT		
 	  	To Be or Not to Be	CNN News Sta... Sports	Moneyline
7:00p May30		College Football		SportsCenter

214

204

		7:00	7:30	8:00
 CMTV favorites movies sports children news variety comedy	 022 Entertainmen...	Hollywood Sq...	Diagnosis Mu...	
	 007 Jeopardy	Wheel of Fort...	Whose Line Is...	
	 010 Teddy Bears		Dolls	
	 021 To Be or Not to Be			
 CNN	 CNN 024 CNN NewsSta...	Sports	Moneyline	
 CBS  CBS  CBS	 002 Entertainmen...	Hollywood Sq...	Diagnosis Mu...	
	 007 Jeopardy	Wheel of Fort...	Whose Line Is...	
7:00p May 30 AD	SPIN CITY	20/20	60 MINUTES	

214

-204

FIG 6

FIG. 7

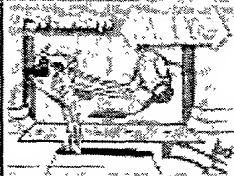


		7:00p	7:30p	8:00p
all TV favorites movies sports children news variety comedy	002	Entertainmen...	Hollywood Sq...	Diagnosis Mu...
	007	Jeopardy	Wheel of Fort...	Whose Line Is...
	AD			
	021	To Be or Not to Be		
	021	CNN News Sta...	Sports	Moneyline
7:00p May30	022	College Football		SportsCenter

FIG. 8

today

all TV
favorites
movies
sports
children
news
variety
comedy

002

007

010

021

022

022

040

News

6:00

Eyewitness News

6:00

News

6:00

Fox News

6:00

CNN NewsSta

6:00

News

6:00

MTV News

6:00

Life & Times

6:00

6:00p May30

SPIN CITY

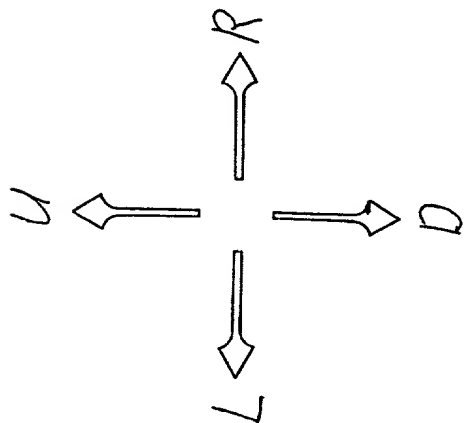
8:30 TONIGHT

FIG. 7

Fig. 4

TOP SECRET 90562660

Grid 300



	7:00 p.m.	7:30 p.m.	8:00 p.m.	top row 302
CBS	Program-1 306		Program-2	
NBC	Program-3	Program-4	Program-5 310	
ABC	Program-6	Program-7		
Advertisement	AD-1 314		AD-2 316	ad row 312
Disney	Program-8 308			
HBO	Program-9			
Bravo	Program-10			

lens 318

left-most
column
304

Fig. 10

FOR "30562660"

Grid 300



	7:00 p.m.	7:30 p.m.	8:00 p.m.
ABC	Program-6	Program-7	
Disney	Program-8		
HBO	Program-9		
Advertisement	AD-1	AD-2	
Bravo	Program-10		
Cinemax	Program-15	Program-16	
Pay-Per-View	Program-17	Program-18	

ad
row
312

row
324

row
326

Fig. 11
 40430" 30552650
 Grid 300



	7:00 p.m.	7:30 p.m.	8:00 p.m.
A & E	Program-19	Program-20	Program-21
Advertisement	AD-1	AD-2	
AMC	Program-22		
CNN	Program-23		Program-24
Showtime	Program-25		
Playboy	Program-26		
History	Program-27		Program-28

ad
 row
 312

Fig. 12
 104T00" 30562660
 Grid 300



	7:00 p.m.	7:30 p.m.	8:00 p.m.
AMC	Program - 22		
CNN	Program - 23		Program - 24
Showtime	Program - 25		
Playboy	Program - 26		
History	Program - 27		Program - 28
CNBC	Program - 29		Program - 30
Advertisement	AD-3	AD-4	AD-5

ad
 row
 312

Fig. 13
 TOTAL "90362560"
 Grid 300



top
 schedule ~
 Row
 328

	7:00 p.m.	7:30 p.m.	8:00 p.m.
Advertisement	AD-6	AD-7	
CBS	Program-1		Program-2
NBC	Program-3	Program-4	Program-5
ABC	Program-6	Program-7	
Disney	Program-8		
HBO	Program-9		
Bravo	Program-10		

Fig. 14

TABLE 20552550

Grid 300



	5:30 p.m.	6:00 p.m.	6:30 p.m.	top row 302
CBS	Program - 31		Program - 1	
NBC	Program - 32	Program - 3		
ABC	Program - 6			
Advertisement	AD - 1		AD - 2	ad row 312
Disney	Program - 33			
HBO	Program - 34			
Bravo	Program - 35			

Fig. 15

TOP 30" 50562660

Grid 300



	7:30 p.m.	8:00 p.m.	8:30 p.m.	top row 302
CBS	Program-1	Program-2		
NBC	Program-4	Program-5		
ABC	Program-7			
Advertisement	AD-1	AD-2		ad row 312
Disney	Program-8		Program-36	
HBO	Program-9			
Bravo	Program-10		Program-37	

Fig. 16

TOT 30562660

Grid 300



	5:30 p.m.	6:00 p.m.	6:30 p.m.	top row 302
CBS	Program - 31		Program - 1	
NBC	Program - 32	Program - 3		
ABC	Program - 6			
Advertisement	AD - 8			ad row 312
Disney	Program - 33			
HBO	Program - 34			
Bravo	Program - 35			

Fig. 1
 404T30" Grid 300



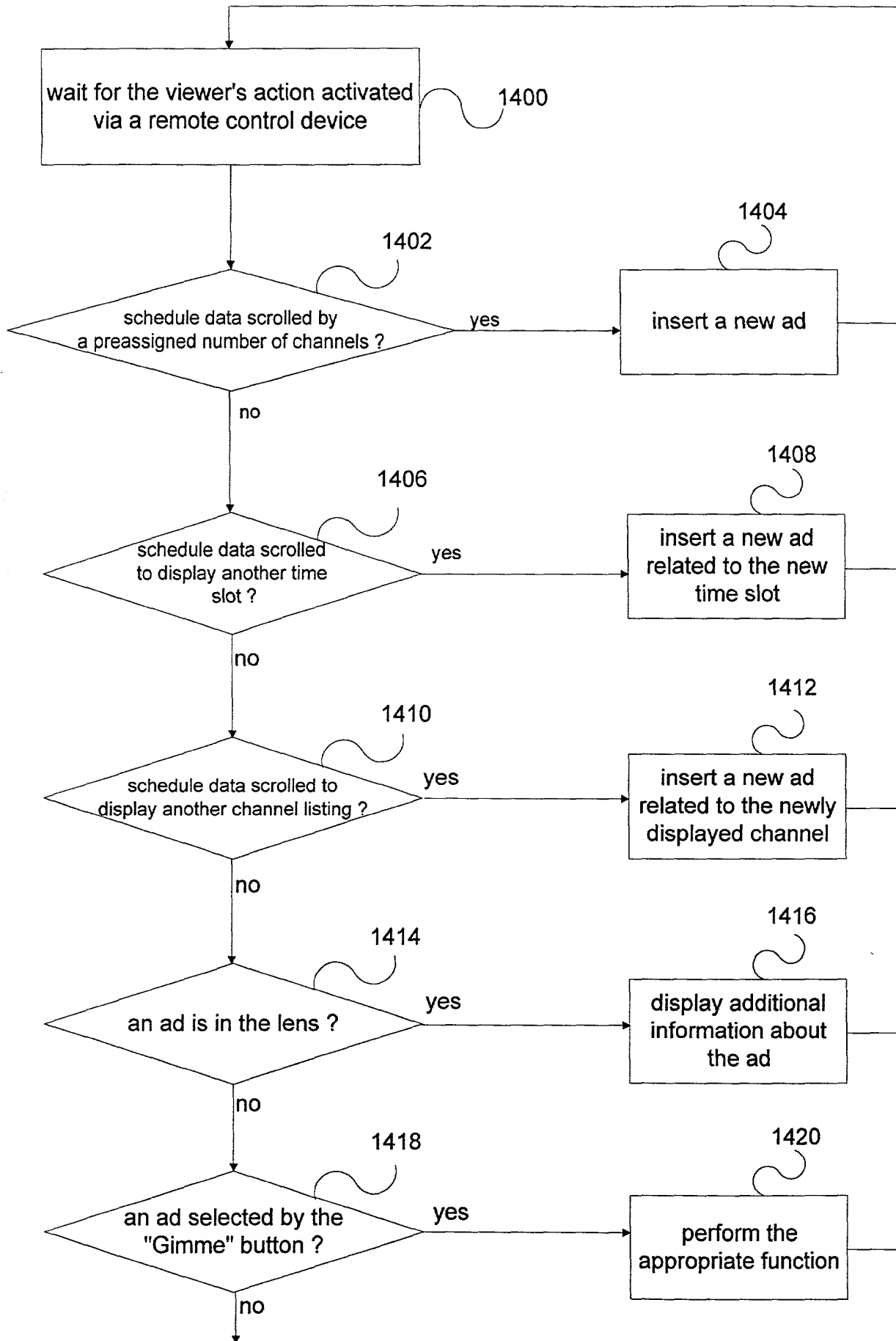
	7:30 p.m.	8:00 p.m.	8:30 p.m.	top row 302
CBS	Program-1	Program-2		
NBC	Program-4	Program-5		
ABC	Program-7			
Advertisement	AD-2	AD-9		ad row 312 III
Disney	Program-8		Program-36	
HBO	Program-9			
Bravo	Program-10		Program-37	

Grid 300



	7:00 p.m.	7:30 p.m.	8:00 p.m.
CBS	Program-1		Program-2
NBC	Program-3	Program-4	Program-5
ABC	Program-6	Program-7	
Text and/or images of AD-1			

Fig. 19



09929506 "081401"

```

ad_table() // rolling 12 hour tables
{
    table_version(8);
    format_version(2);
    block_size(16);
    offset_start_date_time(42); // 32bits BCD date; 16bits minutes from midnight
    display_page_size_tv(16); // The number of rows between Ad Banners in the Guide
    display_page_size_ec(16); // The number of rows between Ad Banners in the Guide
    display_page_size_croads(16); // The number of rows between Ad Banners in the Guide
    1st_fixed_loop_size(16);
    record_count(16);
    for (i=0;i<record_count;i++) // Ordered by time, then rotation sequence
    {
        lineup_bitmap(24); // 1st cut of Regional requirement
        navigator_zone(2); // Navigator zone in which this ad appears
        navigator_level(2); // Navigator level in which this ad appears
        start_time(16); // minutes from offset_start_date_time
        stop_time(16); // minutes from offset_start_date_time
        cycle_duration(16); // in minutes [0, ..., 65535]
        asset_type_part1(2); // type for initially viewable portion of ad
        asset_id_part1(16); // asset ID for initially viewable portion of ad
        asset_type_part2(2); // type for extended lens portion of ad
        asset_id_part2(16); // asset ID for extended lens portion of ad
        asset_type_PIP(2); // type for PIP portion of the ad
        asset_id_PIP(16); // asset ID for PIP portion of the ad
        priority(2); // Supports Ad rotation by priority
        intended_audience_bitmask(64); // support for audience targeted ads
        category_id1(16); // support for Navigator Guide sort mapping
        category_id2(16); // support for Navigator Guide sort mapping
        category_id3(16); // support for Navigator Guide sort mapping
        category_id4(16); // support for Navigator Guide sort mapping
        ad_type(2); // defines only the high level ad type
        beg_display_row(16); // for ad types 0x01, 0x02, 0x04, 0x06 and 0x07
        end_display_row(16); // for ad types 0x01, 0x02, 0x04, 0x06 and 0x07
        display_row_package_count(2); // for ad types 0x01, 0x02, 0x04, 0x06 and 0x07
        position_service_id(16); // used by ad types 0x03 and 0x05
        h_position(16); // Stub for Phase 3 ad position information
        v_position(16); // Stub for Phase 3 ad position information
        opacity(2); // Stub for Phase 3 ad opacity information
        action_type(2); // specifies "G" key functionality
        service_id(16); // used by action type 0x02
        event_date_time(42); // used by action type 0x02
        marquee_id(16); // used by action type 0x03
        product_id(64); // used by action type 0x04
        virtual_page_id(16); // used by action type 0x05
        variable_data_offset(32);
    }
    // (0 == variable_data_offset) points to here
    variable_data_count(16); // variable data count
    for (j=0;j<variable_data_count;j++)
    {
        // eliminate duplicates in this loop
        <<variable_data>>
        url_string_length(16);
        url_string(~); // the URL associated with the action or ad
        display_row_package_length(16); // ranges within or rows at which ads are displayable
        for (k=0;k<display_row_package_count;k++)
        {
            beg_display_row_range[k](16);
            end_display_row_range[k](16);
        }
        ad_part1_text_length(16);
        ad_part1_text(~);
        ad_part2_text_length(16);
        ad_part2_text(~);
    }
}

```

FIG. 20